



# The AIBs 2017

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The 13th International Awards for Factual Content

## Partnership Opportunities





# Welcome

## CELEBRATING THE BEST

2017 marks the thirteenth year that the Association for International Broadcasting stages its truly global celebration of factual content.

Launched at the suggestion of AIB Members in 2005, over the past twelve years the *AIBs* have caught the imagination and attention of programme makers around the world. Today, the *AIBs* represent our highly respected showcase for the best factual content produced worldwide.

The *AIBs* are a truly international event. In 2016, we received entries from producers working in television, radio and online in more than 40 countries and in every continent. Their work was judged by a panel of independent, expert judges drawn from the media industry around the world. And our awards gala dinner in London brought together editors, producers, journalists and executives from companies in almost 30 countries.

In 2016, we introduced our *AIBs* Masterclass. This new initiative provides the opportunity for programme makers to share their experiences in making award-winning content in greater depth, providing a genuine forum to explore new ideas and delve into a wide variety of programme making concepts.

The *AIBs* are about sharing the best work and discovering the motivation for making some of the most informative, challenging and rewarding content on the planet. As a global competition, we go out of our way to encourage entries in all languages, so the reach of the *AIBs* is immense and the competition is inclusive.

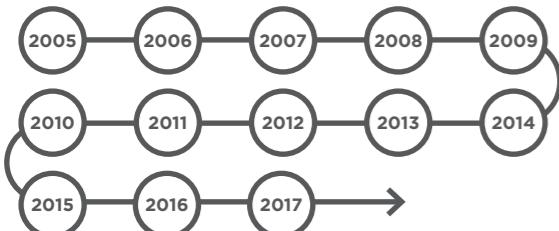
Our awards night is informal and reflects our commitment to be collaborative and to share insights and to hear great ideas, wherever they come from. Each year, we are humbled to receive the most remarkable feedback from our guests. They tell us that the *AIBs* are insightful, thoughtful, captivating and inspiring.

Now I should like to extend an invitation to you to partner with the *AIBs* 2017. This annual competition provides the opportunity to align your brand with the world's very best factual content.

Please look through this booklet and then talk to us about the opportunities.

I look forward to welcoming you as a partner of the *AIBs*!

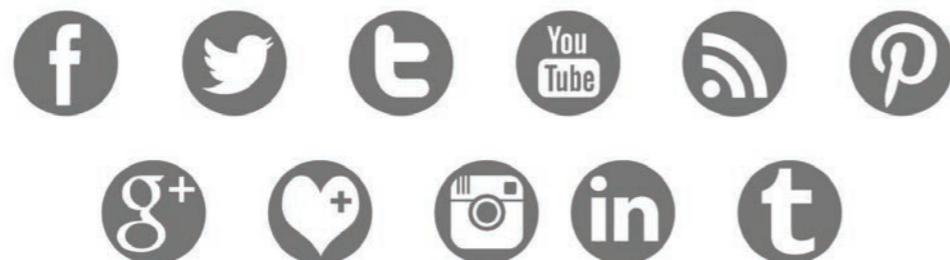
Simon Spanswick  
Chief Executive



13 years of celebrating  
success in factual TV,  
radio and online

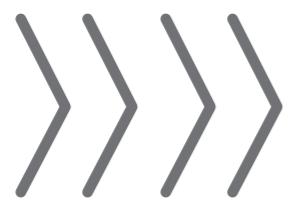


335,000+  
Individual Marketing Impressions

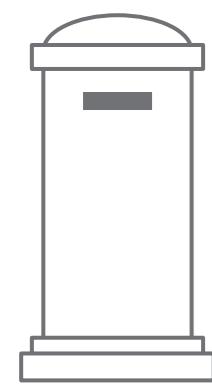


countries  
enter the  
competition

400+ entries  
received in  
2016



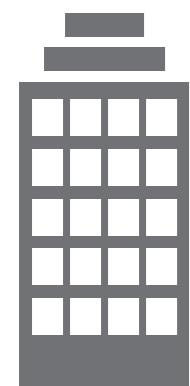
17 AIBs  
presented  
in 2016



4,000  
printed entry  
books mailed  
internationally



9  
months of  
promotion  
& reporting



2,500+  
media  
companies  
reached  
globally



50+ expert judges  
from media companies  
around the world

84  
bottles of  
champagne  
consumed



## GET INVOLVED

There are compelling reasons to sponsor the 13th annual AIBs.

Sponsorship demonstrates that your brand is closely associated with the world's very best content. Sponsorship also delivers outstanding value and global reach for up to nine months of constant brand exposure in more than 150 markets.

In 2017, there will be a mix of physical and on-line marketing to ensure greatest possible exposure of the AIBs and the brands that choose to partner with this major competition.

## ALIGN WITH THE WORLD'S BEST

Aligning your brand with the AIBs allows you to demonstrate that you are committed to the very best in factual productions on an international scale. You can use the AIBs to show that you are passionate about content creation and delivery, aligning your brand with excellence in the global media industry.

Nine months of direct promotion by the Association for International Broadcasting, plus coverage in trade and consumer press in multiple markets, ensure that your brand will be recognised globally. Build on the standing that you have in the industry through association with the annual AIBs.

## GLOBAL REACH FOR YOUR BRAND

The promotional work for the annual AIBs includes high-quality printed material, such as the entry book, as well as e-shots. Promotional activity reaches a constantly growing number of media leaders, executives, producers, presenters, editors, journalists and production staff through our regular e-news briefings to the industry, our international media magazine The Channel and special networking events.

# GLOBAL PARTICIPATION

A selection of the companies that have entered and attended the AIBs in recent years





## THE EVENT

The *A/Bs* 2017 will be presented at our awards gala dinner at LSO St Luke's on 1 November. For the past few years, this has been a sell-out event. Guests have attended from countries around the world, including Australia and New Zealand, Argentina and South Africa, Canada and the USA, India and Sri Lanka, Singapore and the Philippines.

As the trade association for international broadcasting, the AIB is delighted to be able to work with its Members to deliver a first-rate event that is remembered and talked about long after the night. Each year the host is a main presenter from an AIB Member.

Among the distinguished journalists that have hosted the *A/Bs* in previous years are: Barbara Serra, Al Jazeera English; Mishal Husain, BBC; Annabel Croft, Eurosport; Mark Owen, France 24; Evgenia Altfeld, RTG TV; Francine Lacqua, Bloomberg; Vanessa Mock, Feature Story News; Melissa Bell, France 24; and Mark Barton, Bloomberg.

In 2017, we are delighted to be able to welcome back Matthew Amroliwala, presenter of Global on BBC World News, as host of this year's *A/Bs*.

Matthew is a seasoned journalist and presenter who has worked on a range of programmes during his BBC career. He brings his unique style to the event where his understanding of the international broadcasting industry is put to great use. We're looking forward to Matthew guiding the proceedings in November.



# WHY SPONSOR THE AIBS 2017?

This isn't just another awards ceremony. It is the principal showcase of factual content across television, radio and online platforms.

## PREMIUM BRAND EXPOSURE

The AIBs are your opportunity to reach both programme makers and broadcasting executives across the world over an extended nine-month period. Experience the value of the high-level recognition and publicity you will achieve by sponsoring the AIBs. You will reach the highest quality and most targeted group of influential media practitioners in the global broadcasting industry.

A range of branding opportunities has been developed to suit every budget, ensuring your company remains front of mind among delegates from the launch of the AIBs in April through to the glittering awards night in November. Sponsors will benefit from enhanced brand exposure in web and print throughout this nine-month period. And naturally we are happy to explore other ideas that you may have to make your brand stand out in the competitive media marketplace.

## MAKE DIRECT CONTACT WITH YOUR TARGET AUDIENCE

The AIBs have been shaped to maximise collaboration, networking and sharing. The AIBs are a valuable experience for participants and sponsors alike. With the winning combination of our awards gala evening and our Masterclass, the AIBs provide unique opportunities for formal and informal networking with the world's most influential programme makers, journalists, executives and other opinion leaders across the media industry.



## LEAD SPONSOR

We are inviting one industry partner to participate in the *AIBs* 2017 as our Lead Sponsor. This package offers maximum brand exposure through co-branding of the *AIBs* with the Lead Sponsor. As a Lead Sponsor, your company will become a full Member of the Association for International Broadcasting and will join the *AIBs* Advisory Group. The Advisory Group is a pan-industry committee that helps define the awards categories and shape the awards evening and the Masterclass event.

The Lead Sponsor package allows a major media industry brand to leverage their sector expertise and involvement as well as demonstrate their commitment to and support of the global media industry. The Lead Sponsor will have its brand highly visible in all promotional material and throughout the awards night and Masterclass event. The Lead Sponsor will also be offered a table at the awards night.

### NAMING

The *AIBs* will be co-branded with the Lead Sponsor

### MEMBERSHIP

The Lead Sponsor will benefit from one year's Membership of the Association for International Broadcasting and participation in the *AIBs* Advisory Group

### PRE-EVENT

Logo in prime position on the *AIBs* website and on the Association for International Broadcasting website  
Company description on the *AIBs* website  
Link from the *AIBs* website to your website  
Lead logo on all email collateral  
Premium placement of full page advertisement and editorial copy in the *AIBs* entry book  
Logo on the "invitation to enter" letter that accompanies the *AIBs* entry book

### EVENT

Logo on screen video during champagne reception and dinner  
Logo and company description in the awards dinner programme  
Acknowledgement as Lead Sponsor during awards on-stage opening  
Premium placement of full page advertisement and editorial copy in the *AIBs* Winners book  
Company name engraved on each award trophy  
One table of 10 at the awards dinner (additional tables available at extra cost)

### POST EVENT

Continuing brand exposure on the *AIBs* website and in the digital page-turning edition of the Winners book  
Co-branding featured in awards press releases with winners and other details

### COST

£38,000



## CATEGORY SPONSOR

Celebrating the best in factual programme-making across TV, radio and online, the A/Bs reward the most compelling story-telling and demonstrate the most creative production values.

As a category sponsor, you will gain extensive brand visibility before, during and after the 2017 A/Bs thanks to the large-scale promotional work we do and because of the follow-up coverage in trade and consumer press globally.

You'll see your brand in all our promotional material, including on our awards website at [theaibs.tv](http://theaibs.tv). You'll have extensive branding on the night of the awards with your logo on screen throughout the evening. You'll be able to present the award in your sponsored category to the winner on stage. And you will receive on-the-page advertising in a range of AIB publications, including our Entry Book (for sponsorships agreed before 10 March 2017) and our Winners Book.

### PRE-EVENT

Logo on the A/Bs website and on the Association for International Broadcasting website  
Company description on the A/Bs website  
Link from the A/Bs website to your website  
Logo on all email collateral  
Full page advertisement in the A/Bs entry book

### EVENT

Logo on screen video during champagne reception and dinner  
Logo and company description in the awards dinner programme  
Half page advertisement in the A/Bs Winners book  
Four places at the awards dinner (additional places available at extra cost)

### POST EVENT

Continuing brand exposure on the A/Bs website and in the digital page-turning edition of the Winners book  
Sponsorship acknowledgement in the A/Bs 2017 press releases

### COST

£8,000



## CHAMPAGNE WELCOME RECEPTION

With this package, you will gain extensive brand exposure as the guests are welcomed to our glittering awards night in London on 1 November

As sponsor of the memorable opening reception you will be able to brand the drinks reception area and add video screens if you wish. You might want to provide give-aways to guests during the hour-long reception or in the gift bags each attendee receives at the end of the evening.

The champagne reception is a great place to meet the most talented programme makers together with executives and key opinion formers from around the world.

### PRE-EVENT

Logo on the *A/Bs* website  
Company description on the *A/Bs* website  
Link from the *A/Bs* website to your website  
Logo on all email collateral  
Full page advertisement in the *A/Bs* entry book

### EVENT

Logo on screen video during champagne reception and dinner  
Logo and company description in the awards dinner programme  
Half page advertisement in the *A/Bs* Winners book  
Two places at the awards dinner (additional places available at extra cost)

### POST EVENT

Continuing brand exposure on the *A/Bs* website and in the digital page-turning edition of the Winners book  
Sponsorship acknowledgement in the *A/Bs* 2017 press releases

### COST

£5,000



## CORPORATE NETWORKING

A table at the *AIBs* 2017 awards dinner provides a vital opportunity to enhance and develop business relationships, and to share the success of international factual productions.

With a table at the *AIBs* you'll be able to impress your clients and demonstrate your commitment to supporting the world's highest quality factual programme making.

### ON SITE

A table of ten places at the *AIBs* awards dinner at LSO St Luke's in London on 1 November

The evening includes the opening champagne reception; the three-course dinner; unlimited red and white wine; coffee and chocolates; and the awards themselves, hosted this year by the BBC's Matthew Amroliwala



## WINNERS BOOK ADVERTISING

Our annual Winners Book is handed to each attendee at the awards night on 1 November.

This beautifully produced, perfect-bound book celebrates the winners and those receiving high commendations. The Winners Book includes comments from our global panel of judges, high-quality photography and more. It's a great souvenir of the evening and we're asked for additional copies by participants who want to share their success with colleagues (and perhaps competitors, too!).

Naturally, the Winners Book is also available online to the global audience that the Association for International Broadcasting reaches throughout the year. As well as the Winners Book, advertisements can also be booked in our perfect-bound Programme for the evening that contains credits for all shortlisted entries.

### Winners Book

A4 perfect-bound full colour book  
Full page, full bleed A4 advertisement

### Cost

£2,000



## MASTERCLASS SPONSOR

With this package, you will gain extensive brand exposure by sponsoring the AIBs 2017 Masterclass that will take place in London on 2 November, the day after the awards ceremony.

This is a unique event where a select range of winners and highly commended entrants talk about their productions in detail. Our expert moderators facilitate the conversation in this informal yet highly productive half-day event that is attended by producers, editors, journalists, writers and directors from broadcasting organisations and production companies from all over the world.

### PRE-EVENT

Logo on the AIBs website  
Company description on the AIBs website  
Link from the AIBs website to your website

### EVENT

Logo on screen video during welcome and networking segments of the Masterclass  
Logo, company description and full page advertisement in the AIBs Masterclass event printed programme  
Two places at the Masterclass (additional places available at extra cost)

### POST EVENT

Continuing brand exposure on the AIBs website and in the digital page-turning edition of the Masterclass printed programme

### COST

£3,000



## VENUE INFORMATION

The AIBs 2017 will return to the iconic LSO St Luke's, on the edge of the City of London.

LSO St Luke's is an 18th-century Grade 1 listed Hawksmoor church, restored to become the home of the London Symphony orchestra's community and music education programme, LSO Discovery.

The intimate and unique space of LSO St Luke's has proved the perfect venue for the Association for International Broadcastin's international awards evening. We have returned here for the past six years and our guests from all over the world have told us how much they like it. There is always a surprise and "wow" factor as you enter one of London's historic buildings that has been brilliantly adapted for the modern media age.

**LSO St Luke's**  
161 Old Street  
London  
EC1V 9NG  
United Kingdom



## CONTACT THE SPONSORSHIP TEAM

The Association for International Broadcasting's sponsorship team is available to answer any questions you may have

The team will also be pleased to discuss any ideas you may have for supporting the AIBs 2017 - we're open to suggestions as we want all our sponsors to be part of the collaborative approach that the Association encourages in everything it does.

Please contact Tom Wragg, Business Development Director on

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